



Nebraska WIC Program



WIC VENDORS' UPDATE – GROCERY STORE EDITION June 2011

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WIC website address: dhhs.ne.gov/wic

UPCOMING VENDOR ADVISORY COMMITTEE MEETING

- Next WIC Vendor Advisory Committee meeting will be Thursday, June 9, 2011 from 9 to noon (CDT) at the Quality Inn & Conference Center, 7838 South US Highway 281, Grand Island, Nebraska 68803.
- Agenda will include: The progress on the new computer planning project, WIC check out procedures for the fruit and vegetable checks and ways to make that more manageable, and other items of interest to the group.
- You are cordially invited to attend.

WIC Fruit & Vegetable Check Redemption

Comments Welcome!

- We are seeking input on the WIC Fruit & Vegetable Check transaction and how it is going for you and your staff.
- Please let us know how we can make this transaction more manageable for you and the WIC shopper.
- Suggestions are welcome by contacting either your Local Agency WIC Vendor Manager or Regina Paschold, State WIC Vendor Management Coordinator, at 402-471-2781 or at regina.paschold@nebraska.gov

This institution is an equal opportunity provider.



Baby Food (Fruit & Vegetable Puree)

1. There seems to be some confusion with the baby food fruits and vegetables in the 4 ounce jars.

- The WIC check reads:

16 JAR - Baby Food Fruit AND/OR Vegetable 4 oz

- The WIC shopper may purchase:

16 single jars – 4 ounce size **OR**

8 twin packs of the 4 ounce size **OR**

a combination of single 4 ounce jars & twin packs of 4 ounce jars totaling 64 ounces

For example:

A shopper could select 8 single 4 ounce jars (**32 ounces**) + 4 twin packs of the 4 ounce jars (**32 ounces**) to = **64 ounces**

- Twin packs in the **4 ounce** size are only available in the following brands: **Hy-Vee, Parent's Choice, and up & up**. Be sure the twin packs have two (**4 ounce containers**). Other sizes are not allowed.
- Single 4 ounce size allowed brands of fruits and vegetables are:
 - **Beech-Nut**
 - **Gerber**
 - **Hy-Vee and**
 - **Nature's Goodness**

2. Also, with the baby food fruit and vegetable check, the 2.5 ounce baby food meats are **not** allowed. There is a separate check for baby food meats.

- The WIC check reads:

16 JAR – Baby Food Meat 2.5 oz

- The WIC shopper may purchase:

16 single jars – 2.5 oz. size of baby food meats

Any brand of 2.5 ounce containers only of meat or poultry with added broth or gravy is allowed



PEDIASURE UPDATE

- Abbott Nutrition has a promotional value package size for some of the PediaSure flavors. The value package is an 8-count of PediaSure for the retail cost of a 6-pack. It is being offered as a "buy 6 get 2 free". This value pack is for a limited time period. The WIC check reads: **"3 6 PK PediaSure Ready to Feed 8 oz"**
- The WIC shopper with checks for PediaSure should be allowed to receive their extra allotment, as any other shopper. As a WIC retailer you should treat the WIC customer the same as any other shopper in regard to store specials.
- PediaSure has also updated their container and added the word **"shake"** to the individual containers for PediaSure. This is WIC approved in Nebraska.
- WIC customers with this product on their checks may purchase vanilla, chocolate, strawberry, banana, and berry flavors which are pictured below.
- The WIC check reads: **"3 6 PK PediaSure Ready to Feed 8 oz"**



Vanilla

Chocolate

Strawberry

Banana

Berry



Vanilla
with Fiber

- PediaSure with Fiber has also updated their container and added the word **"shake"** to the individual container for PediaSure with Fiber, Vanilla. This is WIC approved in Nebraska.
- WIC customers with this product on their checks may purchase this product as pictured.
- The WIC check reads: **"3 6PK PediaSure w/Fiber Ready to Feed 8 oz"**



PEDIASURE UPDATE Continued...

- PediaSure Sidekicks is a new product on the market and is **NOT** WIC approved in Nebraska.
- Be sure and look at what is on the check and the product that the shopper brings up for purchase with the WIC check.



PEDIASURE SIDEKICKS NOT WIC APPROVED IN NEBRASKA

If you have any questions about the Nebraska WIC Program please contact either your local agency WIC vendor manager or Regina Paschold, State WIC Vendor Management Coordinator, at 402-471-2781 or at regina.paschold@nebraska.gov

Special Note!

- The Nebraska WIC Program is preparing to submit to the United States Department of Agriculture (USDA) our annual State Plan of work.
- If you would like to submit written comments, concerns, or questions regarding any aspects of the Nebraska WIC Program please send them to the following address:
Nebraska WIC Program
301 Centennial Mall South
PO Box 95026
Lincoln, Nebraska 68509
Attention: Peggy Trouba, WIC Program Director
or via e-mail at peggy.trouba@nebraska.gov